



MANGALORE UNIVERSITY

UG - JOURNALISM

SEP SYLLABUS : 2025-26 (3rd and 4th Semester)

Approved by BOS in Journalism

COURSE PATTERN AND SCHEME OF EXAMINATION FOR BA

AS PER SEP (2024-25 AND ONWARDS)

SUBJECT: BA JOURNALISM AND MASS COMMUNICATION

NOTE:

1. 3 Credits for theory and 2 Credits for practical. Department must engage 4 hours theory and 4 hours of practical per week.

Sem	Paper Title	Couse code	Total Credits	Weekly Hours	C1 (IA)	C2 (IA)	Exam Duration	Exam Marks	Total Marks
1	2	3	4	6	7	8	9	10	11
3rd	Editing. (Theory)		3	4	10	10	3 Hrs	80	100
3rd	Editing. (Practical)		2	4	05	05	2 Hrs	40	50
3rd	Introduction to Communication and Journalism (Elective Paper)		2	3	05	05	2 Hrs	40	50
4 th	Feature and Freelance Journalism (Theory)		3	4	10	10	3 Hrs	80	100
4 th	Feature and Freelance Journalism (Practical)		2	4	05	05	2 Hrs	40	50
4 th	Writing Skills for Journalism (Elective Paper)		2	3	05	05	2Hrs	40	50

2. Students per batch = Batch may be formed as the University norms.
3. IA means Internal Assessment.
For Theory Paper - 20 Marks should be given as internal assessment. Conducting test for minimum 10 marks is a must. Rest of the 10 marks may be allotted based on Assignment, Seminar, Class Room Presentation, Case studies, Industrial Visits, Practical Activities, Group Discussion, Quiz and Workshop etc.
For Practical Paper – 10 marks for record book.
4. In theory paper 80 marks is for semester end university examination.
5. In practical paper 40 marks is for semester end university examination, out of which 10 marks for Viva and 30 marks for test.
6. In elective paper 40 marks for theory and 10 marks for internal examination.

Objectives:

- Familiarising all aspects of the field of Journalism. So that students become more proficient in both theory and practical skills of the media in general.
- Preparing the students 'ready-to-be recruited by Media, Advertising & Corporate houses. The content of the programme is designed to be dynamic and incorporated changes to meet requirements of the industry.
- To facilitate a deep understanding of the role and influence of the media in an individual's life.
- To hone the communication skills.
- To help identify media's communicative potential
- To think retrospectively of media use and its effects through live and vibrant examples from everyday experience.

Learning Outcome:

- The programme aims to churn out responsible media professionals who would contribute positively to the society.
- The programme aims to facilitate better career opportunities for all those students of this course and get them ready to tackle challenges in the professional setup.
- The programme aims to strike a balance between the dynamic working environment and professional ethics in the field of Journalism.

Changing Media Scenario: The curriculum has been designed keeping with the industry requirements and includes subjects such as Multimedia, Photojournalism, Short Film Making, Creating Blogs and Vlogs, Mobile Journalism, Writing for Media, Producing News Bulletins for print, electronic and digital media. The rapid growth in media industry demands highly skilled human resource.

Skill Enhancement: The new curriculum focuses more on hands on training, enhancing the skills of the students. It not only aims at producing responsible communication professionals but also citizens with a humane approach in day-to-day life.

Pedagogy:

The goal of Journalism pedagogy is offered with an objective to train and prepare professionally skilled media persons and communication experts. It lends exposure to a wide range of meticulously framed syllabi.

Importance to Theory and Practical and its application: The Journalism curriculum focuses on innovative components in theory and practice, which in turn equips students to be full-fledged media persons. It is suggested that the students be divided in to batches according to the University norms enable effectiveness in teaching practicals.

Utilisation of ICT: The global media industry is in anticipation of ICT trained communication experts. To enhance critical and creative thinking amongst students, ICT tools are incorporated into the teaching methods which include research-led teaching, via presentations through smart classrooms, and practical productions.

Research-based and research-led teaching: The Research Projects are introduced in the curriculum to strengthen the research concepts among the budding researchers. The students are introduced to various facets of Journalism research such as print, electronic and new media research, global, health and political communication research, folk media, intercultural communication and research on development

issues and so on in accordance to the relevance of the profession. The students will be required to do research project on a topic of their choice under the supervision of a research guide.

Brain Storming Approach: Students will be involved in groups and individual discussions. This will help the students to develop and involve in the process of critical thinking and analysing. It further helps them in decision making and crisis management and also boosts self-confidence.

THIRD SEMESTER

PAPER III – EDITING

Credit- 3
Max. Marks - 80

Teaching Hours – 4 per week (48Hrs)
Exam Hours – 3 Hrs

UNIT I : Editing – Definition, nature and importance, Copy editing - techniques of news editing for Print, Radio and Television. Translation – types and techniques of translation, Re-writing.
- 12 Hrs

UNIT II : Role and responsibilities of a Sub Editor, News Editor and Editor. Headline - functions and types of headline - techniques of writing headlines – Magazine editing
- 12 Hrs

UNIT III : Editorial page - editorials - importance of editorials, letters to the editor – Impacts of Letter, Op-ed - articles, advertorials, Columns.
- 12 Hrs

UNIT IV : Newspaper Design: Techniques of page layout, dummy, style sheets, techniques of editing TV news, Editing softwares - PageMaker, Quark Express, Indesign, Adobe Premier - photo editing
- 12 Hrs

THIRD SEMESTER

PRACTICAL PAPER – EDITING

Credit- 2

Max. Marks - 50

Teaching Hours – 4 per week (48 Hrs)

Exam Hours – 2 Hrs

Internal – 10 (Record)

External – 40 (Test and Viva – 30+10)

1. Preparation of Special Page – 2
2. Writing Captions for photos. - 5
3. Writing editorials. – 2
4. Letters to the Editor – 5
5. TV Package Story – 1
6. Article Writing - 2
7. Translation - 5

Books for reference :

1. Editing – Sharma Jai Deo
2. Reporting and Editing in Journalism – K.C.Sharma and A.S.Patak
3. Beat Reporting and Editing – Surbhi Dahiya and Shambhu Sahu
4. Handbook of Journalism – Vir Bala Agarwal
5. Professional Journalism – M.V.Kamath
6. Understanding Journalism – Barun Roy

III SEMESTER - ELECTIVE PAPER

INTRODUCTION TO COMMUNICATION AND JOURNALISM

Credit- 2

Max. Marks : 40

Teaching Hours – 3 per week (36 Hrs)

Exam Hours – 2 Hrs

UNIT I : Communication – definition, nature and scope, elements, importance of communication, levels and types – Communication as an art – Techniques of effective communication - 12 Hrs

UNIT II : Journalism – definition – nature and scope, types of journalism – Print, Electronic and Digital - Citizen Journalism – Qualities of a Journalist - 12 Hrs

UNIT III: Digital Journalism – nature and scope - Websites –Blogs - Social Media – Platforms of Digital Journalism ; Facebook, Youtube, Whatsapp, Instagram and X – Content creation – Computer Graphics - 12 Hrs

Activities :

1. Reporting for social media
2. Reels making
3. Conducting and participating in debate and elocution
4. Content creation for websites

Reference Books:

1. Mass Communication in India – Keval J Kumar
2. Pathrikodhyama – G.N.Ranganatha Rao
3. Mass Communication – Principles and Concepts – Seema Hasan
4. Beginners Guide to Journalism and Mass Communication - Barun Roy

FOURTH SEMESTER

PAPER IV – FEATURE AND FREELANCE JOURNALISM

Credit- 3

Max. Marks - 80

Teaching Hours – 4 per week (48Hrs)

Exam Hours – 3 Hrs

UNIT I : Feature – definition, nature and scope - techniques of writing features – Qualities of a feature writer, difference between news and feature. Writing features for magazine. – 12 Hrs

UNIT II : Types of features – historical, travel, institutional, development, photo features, profiles, news stories, ground reports and how to-do-it features. Sources of feature writing – importance of field work - 12 Hrs

UNIT III : Freelancing – meaning, concepts, scope and importance, qualities of a freelancer, preparation and techniques of freelancing. Freelancing equipments. - 12 Hrs

UNIT IV : Freelancing for print and electronic, writing techniques, collection of visuals and presentation skills - Freelancing for social media – Facebook, You Tube - content creation – computer graphics.

– 12 Hrs

FOURTH SEMESTER

PRACTICAL - FEATURE AND FREELANCE JOURNALISM

Credit- 2

Max. Marks - 50

Teaching Hours – 4 per week (48 Hrs)

Exam Hours – 2 Hrs

Internal – 10 (Record)

External – 40 (Test and Viva – 30+10)

1. Historical Feature – 2
2. Development Feature – 2
3. Travel Feature – 2
4. Institutional feature - 2
5. You tube content – 2
6. Reels - 2

Books for reference:

1. Feature Writing – A Practical Introduction – Susan Pape
2. Feature Writing – Meera Raghavendra Rao
3. Writing Feature Articles – Mary Hogarth
4. Creativity and Feature Writing - Ellie Levenson
5. Nudichithra – Dr.Niranjana Vanalli
6. Pathrikodhyama – Ranganatha Rao

IV SEMESTER : ELECTIVE PAPER

WRITING SKILLS FOR MEDIA

Credit- 2

Max. Marks - 40

Teaching Hours – 3 per week (36 Hrs)

Exam Hours – 2 Hrs

UNIT I : Writing – meaning, nature and scope, importance of writing – Journalistic writing – Techniques of writing for Print, Electronic and Digital Media - 12 Hrs

UNIT II: Writing for digital media – Writing for Blogs, Websites and Social Media - Script writing for Radio and TV – Types of scripts - 12 Hrs

UNIT III: Freelancing – meaning, nature and scope – Types of freelancing – Travel, Food, Health, Human Interest, Environment, Culture – Feature Syndicates - 12 Hrs

Activities:

1. Article Writing
2. Feature Writing
3. Letters to the Editor
4. Translation
5. Social Media Writing

Reference Books:

1. Journalistic Writing – Ajay Dash
2. A Course in Journalistic Writing – Grant Milnor Hyde
3. Creativity and Feature Writing - Ellie Levenson
4. A Handbook of Translation Studies – Bijay Kumar Das

Question Paper Model (Core Paper)

Time : 3 Hrs

Max. Marks 80

Part – A

I) Answer any five of the following

5X2=10

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Part – B

II) Answer any five of the following with minimum 150 words

5X4=20

- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

Part – C

III) Answer any five of the following with minimum 300 words

5X10=50

- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.

Question Paper Model (Elective Paper)

Time : 2 Hrs

Max. Marks 40

Part – A

I) Answer any five of the following with minimum 150 words 5X4 = 20

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Part – B

II) Answer any Two of the following with minimum 300 words 5X4=20

- 8.
- 9.
- 10.